

ABSTRACT

When a communication terminal 1 calls a communication terminal 2, a content server 4 acquires, based on a call signal addressed from the communication terminal 1 to the communication terminal 2, a call-reception end identifier of the communication terminal 2. The content server 4 then refers, based on the acquired call-reception end identifier, to table data T1, T2, then transmits, to the communication terminal 1, content data associated with the call-reception identifier, and then causes the communication terminal 1 to output and display the transmitted content data during processing of the call. This allows the user of the call receiver end to cause the terminal device of the call transmitter end to output any content data during processing of the call from the terminal device of the call transmitter end, independently of the reception circumstance and usage status at the call receiver end.